



**Belvedere:** June 8, 2005  
*Jerry Butler*

**Corte Madera:** **TO:** Executive Committee, Transportation Authority of Marin  
*Melissa Gill*

**Fairfax:** **RE:** Consistent Look & Feel for TAM Materials, Measure A Logo  
*Lew Tremaine* Agenda Item 4

**Larkspur:** Dear Commissioners:  
*Joan Lundstrom*

**Mill Valley:** At the May 11, 2005, the Executive Committee reviewed look & feel options for TAM. TAM's consultant CirclePoint prepared the attached application of the look and feel based on that input.  
*Dick Swanson*

**Novato:** The Executive Committee also reviewed Measure A logo options and requested that additional options be provided for consideration. CirclePoint has prepared the attached for consideration.  
*Pat Eklund*

**Ross:**

**San Anselmo:** **Recommendation**  
*Peter Breen*

**San Rafael:** Staff recommends that the Executive Committee:  
*Al Boro*

**Sausalito:** 1. Concur with the TAM Look and Feel.  
*Amy Belser* 2. Choose a Measure A logo from options provided.

**Tiburon:** 3. Direct staff to provide an overview of the Look and Feel for TAM materials to TAM at the June 23, 2005 meeting, and to proceed with plans to apply the look & feel to TAM communication materials and tools  
*Alice Fredericks*

Respectfully Submitted,

**County of Marin:** Craig Tackabery  
*Susan Adams*  
*Hal Brown*  
*Steve Kinsey*  
*Charles McGlashan*  
*Cynthia Murray*  
Executive Director

Attachment: Look & Feel for the Transportation Authority of Marin and Logo Options



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Transportation Authority of Marin

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**Marin Transportation NEWS**

**TAM**  
Transportation Authority of Marin

**AN UPDATE FROM THE TRANSPORTATION AUTHORITY OF MARIN**

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# Measure **A**

Marin's transportation sales tax



Marin's transportation sales tax



Marin's transportation sales tax